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**THE ARTICLE AS A GENERAL GENRE  
OF JOURNALISM AND SCIENCE**

In the face of the pandemic audience attention focuses on scientific information.

This publication presents conceptual insights as to the adequacy of mass communication and scientific activities; carefully analyzes international and national universal and popular science publications such as New Scientist, Nature, Mirror Weekly, Korrespondent, etc. [1, p. 149-160]; identifies common and different aspects at the formal, semantic, methodological, promotional and other levels; and reveals that the areas under research are organically very similar.

Studying the topic in depth we set a goal to examine modern mass communication activity and correspond it with the scientific one. It designed the following main objectives of the study such as to review source database, to study thoroughly websites of the most top-rated foreign and Ukrainian media, to compare their focuses, to define ways of content production and coverage of up-to-date scientific information, to compare genre possibilities of journalism with ways of presenting information in the field of science, to aim at considering the urgent issue of our time – Covid-19 pandemic in a broad media-scientific context, that involves, apart from the analysis of internet sites, representative expert sources, documentary film directing, audiovisual investigating reporting, messenger apps, social networks and other means of not only swapping information but active fake creative activities.

Methodology of the present research includes a method of analogy. Scientific and media discourses are compared as well as ways of information content in the Ukrainian and foreign mass media, chronotypes of scientific rigour, genre evocation etc. The content analysis turned out to be equally important involving defining the characteristics of various structural units in the texts of major publications. Our research has not been without modeling because the key concern of today is the pandemic and the subjects of our study, namely science and journalism are still in their infancy.

It has been found out that the main genre of scientific creativity that is a classic article is widely used and created with provision of all structural elements such as thesis statement, arguments, expert evaluations, conclusions and tips and also it is full of extensive citations, sociological representations, and results of research experiments, practical evaluation and links referring to identical information. We came to conclusions that it is the specific genre that enables media people and scientists to join their forces and efforts and to achieve the highest scientific results especially if a series of articles is turned into a longread [2].

From the moment of its inception to the present day, rationalism has endowed culture with communication aspects and made the crown of its creation – journalism - more expressive and distinguished [3, p. 76-84]. In contrast to fideism (intuition), sensualism (emotions), and empiricism (experience), rationalism, guided by Parmenides' theory, distinguishes between thoughts and statements like a scalpel, identifies axioms and proves "theorems" (in the format of Spinoza's classic article), it relies on Malebranche's secret reasonable remorse and Leibniz's carefully tested proofs, and deductively states that only the factor of thinking is indisputable (the only thing that does not require any confirmation in Descartes' already aphoristic interpretation).

### **List of references**

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